ACE REWARDS

SHOP★EARN★SAVE

style guide

table of contents

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rewards program

overview

The Ace Rewards program is an essential part of the third goal of Ace Hardware Marketing: Building Loyalty. Ace Rewards members account for over 28M active members, driving 66% of Ace Hardware sales.

core members

Avg. 8 visits per year w. $247 average annual spend and $26 per basket

premier members

Avg. 28 visits per year w. $1,300 average annual spend and $46 per basket

new members

Avg. 3 visits per year w. $150 average annual spend and $43 per basket

benefits◆	member	premier
	FREE to Join	Qualifying 12-month spend of $750®
Rewards 10 points per $1 spent on most purchases▲; 2,500 points = $5 Reward	★	★
Points Accelerators and Bonus Rewards	★	★
Exclusive Offers and Savings	★	★
Member-Only Access to Special Events	★	★
Free Delivery from Store with qualifying online purchases of $50 or more◄◄	★	★
Birthday Offer†	$5 birthday offer Participating stores only†	$10 birthday offer‡
Premier App Extras		★
10% Off and 3X Points Welcome Offers††		★

5

copy & design

brand voice

big words

It is important we effectively communicate the benefits of the Ace Rewards program in a manner that inspires members to continually shop, engage and save with the brand they know and love.

For our digital and direct mail communications, it is best if the message can be read at a glance and communicated with as few words as possible. With the Big Words campaign, we amp up this idea by emphasizing one or two key words that literally jump out on the page. Whether the word is "SURPRISE" or "BENEFITS", it is an attention grabber for the consumer and begs them to investigate further.

surprise!
benefits!
hurray!
celebrate!
level up!

brand tone

core members

ACE REWARDS
SHOP·EARN·SAVE

Bold and Attention Grabbing

- **Helpful** – an essential part of the Ace brand
- **Personalized** – include customer's name, local store sign-off
- **Appreciative** – thank the customer for choosing Ace
- **Exciting** – compel customer to look inside, investigate
- **Inspiring** – tantalizing products and project ideas that stimulate sales

> "Whoa! You don't want to miss out on Ace Rewards."
>
> "Look! Don't miss your chance to earn points and save."
>
> "Yes! Your reward is here!"

premier members

ACE REWARDS *premier*
SHOP·EARN·SAVE

Premier Members Take Center Stage

CORE tone PLUS:

- **Exclusive** – make members feel special for reaching Premier Status
- **Appreciative** – reinforce how thankful Ace is for their repeated business
- **High End** – appeal to luxury tastes with premium offers and products

> "VIP Status! Celebrate your birthday in style with your exclusive $10 Birthday Gift."
>
> "Red Carpet! You're invited to a Premier Event: a Holiday Sneak Peek."

new members

ACE REWARDS Only for *You*
SHOP·EARN·SAVE

New Members should feel Welcomed

CORE tone PLUS:

- **Welcoming** – thank the customer for signing up for the program
- **Clear** – illustrate program benefits clearly
- **Simplify** – simplify messaging to avoid confusing new customers

> "Welcome to Ace Rewards. We have so many exciting benefits to share."
>
> "Earning points with Ace Rewards is easy with every in-store or online purchase."

core logo

Primary logo with and without tagline

- Most preferred logo
- Ideal use on white or light backgrounds
- Type in black and Ace logo in red
- Shop Earn Save in black
- Stars in red

Horizontal secondary logo with and without tagline

- Use only in horizontal spaces
- Ideal use on white or light backgrounds
- Type in black and Ace logo in red
- Shop Earn Save in black
- Stars in red

Note: Alternate versions of all core logos pictured are available for use only on busy or colorful backgrounds

premier logo

Primary logo with and without tagline

- Most preferred logo
- Ideal use on white or light backgrounds
- Type in black and Ace logo in red
- Shop Earn Save in black
- Stars in gold

Horizontal secondary logo with and without tagline

- Use only in horizontal spaces
- Ideal use on white or light backgrounds
- Type in black and Ace logo in premier gold
- Shop Earn Save in black
- Stars in premier gold

Note: Alternate versions of all core logos pictured are available for use only on busy or colorful backgrounds

only for you logo

Primary logo with and without tagline

- Most preferred logo
- Ideal use on white or light backgrounds
- Type in black and Ace logo in red
- Shop Earn Save in black
- Stars in red

Horizontal secondary logo with and without tagline

- Use only in horizontal spaces
- Ideal use on white or light backgrounds
- Type in black and Ace logo in red
- Shop Earn Save in black
- Stars in red

Note: Alternate versions of all core logos pictured are available for use only on busy or colorful backgrounds

logo

spacing

This is our primary Ace Rewards logo. Manipulating or changing the appearance of the logo in any way diminishes its integrity and recognition, and undermines our protection against trademark violations.

The Ace Rewards logo needs to be spatially respected and clear of clutter.

The minimum space around the logo is defined by the "A" in the Ace logo's height/width.

2" min

The Ace Rewards logo with tagline should not be smaller than 2"

0.5" min

This logo should not be smaller than 0.5"

logo

do's and don'ts

The Ace Rewards logos are original artwork that must never be modified.

Do not attempt to reproduce, modify, or recreate the Ace Rewards logos. Only use the approved logo files provided by Ace.

Do not tilt

Do not change colors

Do not squish logo

Do not place vertical

Do not warp

Do not stretch

Do not add drop shadow

Do not crop

Do not add special effects
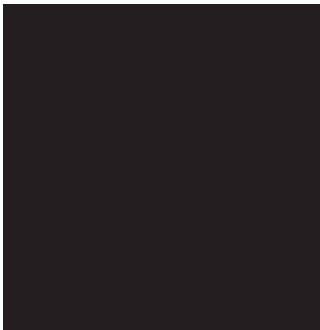
core & only for you color palette

Primary

Secondary

Ace Red

Black

Grey

White

PANTONE 186C

PANTONE PMS Black 6 C

PANTONE 0000 C

CMYK
C   0
M   100
Y   81
K   4

CMYK
C   0
M   0
Y   0
K   100

CMYK
C   0
M   0
Y   0
K   20

CMYK
C   0
M   0
Y   0
K   0

RGB
R   227
G   25
B   55

RGB
R   0
G   0
B   0

RGB
R   209
G   211
B   212

RGB
R   255
G   255
B   255

HEX
#D40029

HEX
#000000

HEX
#D1D3D4

HEX
#FFFFFF

premier color palette

Primary

Gold

**PANTONE
7555U**

CMYK
C   16
M   33
Y   76
K   0

RGB
R   215
G   169
B   90

HEX
#D7A95A

Secondary

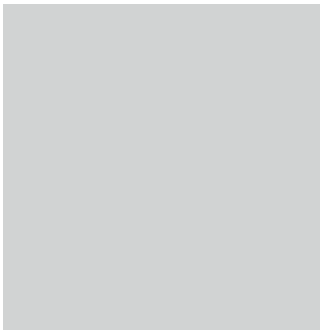**Black**

**PANTONE
PMS Black 6 C**

CMYK
C   0
M   0
Y   0
K   100

RGB
R   0
G   0
B   0

HEX
#000000
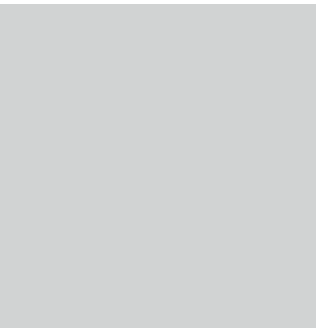
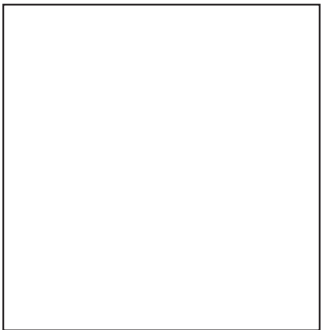**Grey**

CMYK
C   0
M   0
Y   0
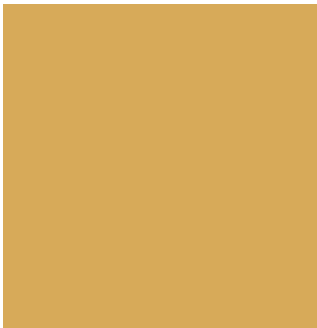K   20

RGB
R   209
G   211
B   212

HEX
#D1D3D4
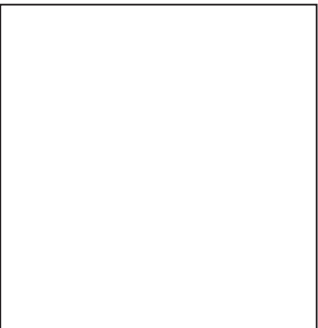
White

**PANTONE
0000 C**

CMYK
C   0
M   0
Y   0
K   0

RGB
R   255
G   255
B   255

HEX
#FFFFFF

typography

Fonts have been selected for their simplicity, boldness and adherence to brand standards.

When using an exclamation point put it at a -5° angle

headline!

Roboto Bold   Lowercase   Optical Kerning -30

Subhead

Roboto Bold   Title Case   Optical Kerning +75

Body

Roboto Regular   Sentence case   Optical Kerning - 0

core icons & messaging

Icons add visual interest to benefits offered in the Ace Rewards Program.

Birthday
$5 off on your birthday.

Points Add Up
10 points per dollar spent on most purchases in store and online.

Reward
$5 reward earned every 2,500 points.

Free Delivery
Spend $50 or more and we'll deliver free.

$10 Download Bonus
Get a $10 Bonus to use **INSTANTLY**™ when you download the Ace mobile app and link your Ace Rewards account.

2X Points
Double points on a single purchase of your choice.
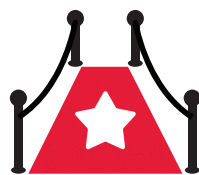
Members Get More
Access to exclusive member-only events.

Exclusive Savings
Offers that help you save money.

3X Points
Triple points on a single purchase of your choice.

Note: Alternate versions of all icons pictured are available for use only on busy or colorful backgrounds

premier icons & messaging

Icons add visual interest to benefits offered in the Ace Rewards Program.

Birthday
$10 off on your birthday.

Free Delivery
Spend $50 or more and we'll deliver free.

Members Get More
Access to exclusive member-only events.

Points Add Up
10 points per dollar spent on most purchases in store and online.

App Extras
Access app-only offers and more ways to earn points.

Exclusive Savings
Offers that help you save money.

Reward
$5 reward earned every 2,500 points.

10% Off
10% off on a single purchase of your choice.
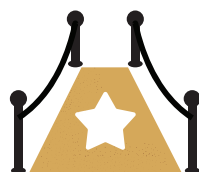
2X Points
Double points on a single purchase of your choice.

3X Points
Triple points on a single purchase of your choice.

Note: Alternate versions of all icons pictured are available for use only on busy or colorful backgrounds

core backgrounds

Use this background throughout core marketing creative elements.
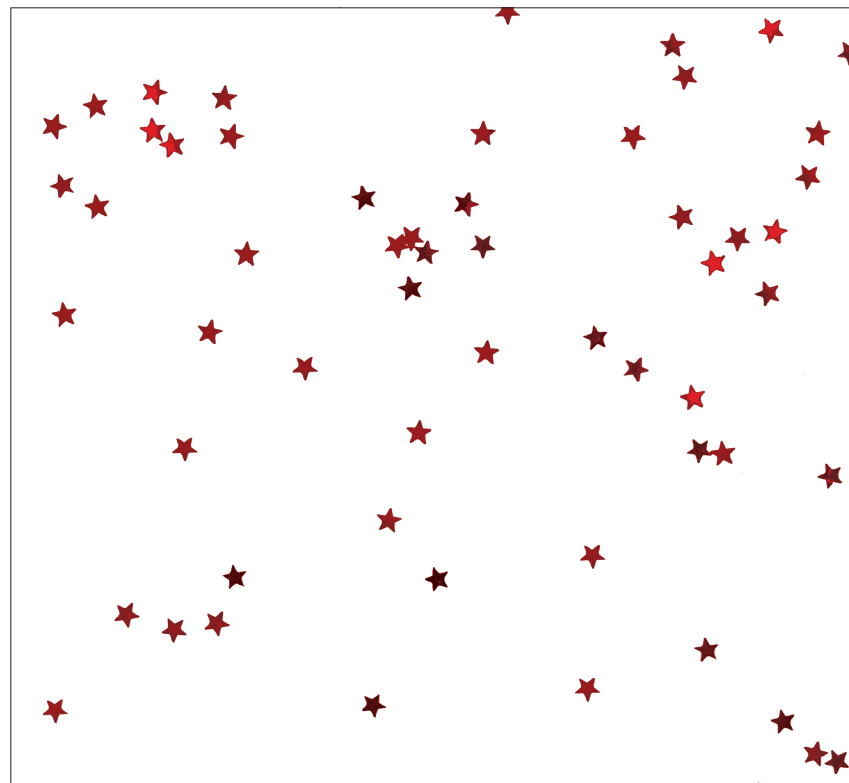
Core_Stars_Background-transparent.psd

+

Add a color fill of Ace Red (PMS 186 C or #D40029) to the background of the shape.

Example:
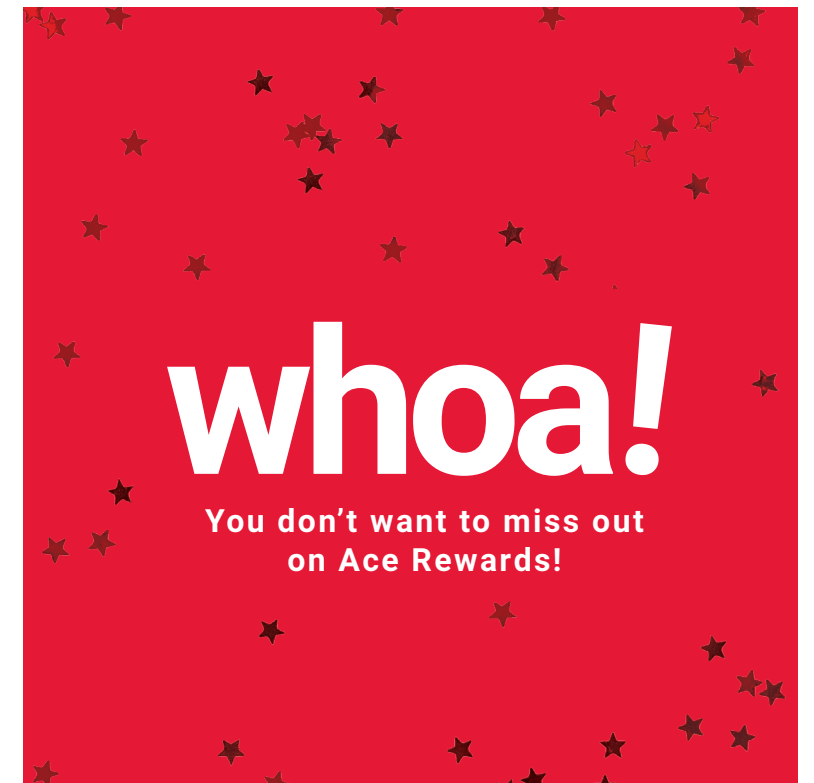
If the text is hard to read on the stars background, please apply a color fill of Ace red to the text box OR an Ace red box around the text.

premier backgrounds

Use this background throughout premier marketing creative elements.

Premier_Stars_Background.psd

Example:

If the text is hard to read on the stars background, please apply a color fill of Ace Premier Gold (Pantone 7555U or #d7a95a) to the text box OR an Ace gold box around the text.

new member backgrounds

Use this background throughout new member marketing creative elements.

White Wood
whitewashed_wood_2.jpg

elements

The Ace Brand does not use a lot of flourishes in its design. Therefore, art elements are minimal and intentional, such as the Helpful Tip bubble that adds to our helpful promise.

HELPFUL TIP: TITLE OF TIP GOES HERE

By Lou Manfredini
Ace Home Expert

Atque non nus a dis doluptur? Int qui con nime nostintem ditati ommod ut voluptasit. Mosti nulpa autem harchic iiscius.Ic tem eosapientem il.

Helpful Tip Bubble
Bubble arrow can be any direction.
Including an expert callout is optional.

Red Vest Icon
Can be used outside of the Helpful Tip bubble when information is more of a general callout or when used in social media spaces.

core elements

Use these elements and artwork throughout core rewards creative.

Effects

Multiply   Opacity: 100% >

Object: **Multiply 100%**
Stroke: Normal 100%
Fill: Normal 100%
Text:

Red Core Stars
Use Ace Red or Ace Dark Red and apply an effect of Multiply 100%

Grey Stars
Use a black tint of 10% and apply an effect of Multiply 100%

premier elements

Use these elements and artwork throughout premier rewards creative.

Effects

Multiply | Opacity: 100%

Object: **Multiply 100%**
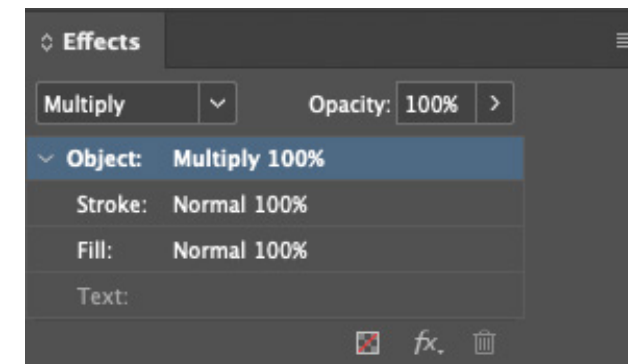Stroke: Normal 100%
Fill: Normal 100%
Text:

Gold Premier Stars
Use Ace Premier Gold and apply an effect of Multiply 100%

Grey Stars
Use a black tint of 10% and apply an effect of Multiply 100%
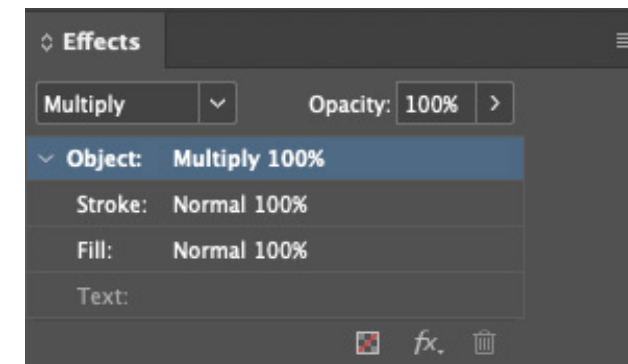
elements

joy • excitement • celebratory

These elements and photography silhouettes are used in specialty and recurring mailers such as rewards, gift, birthday, etc.

ace app & messaging

Ace Rewards works best for our customers when it is linked to the Ace app. It's the easiest way to help customers stay engaged with their local Ace store, check their rewards balance any time, and access the full range of shopping and delivery options from their phones.

messaging

Acquisition Messaging:

Encourage sign-up with a $10 download bonus message, a bonus that they receive INSTANTLY when they sign up and link their app to their Ace Rewards account.

Retention Messaging:

Remind customers to use the perks that they only get in the Ace App: app Exclusive Offers and Events. Check the app often to make sure you are not missing out on any important offers or events.

key points

- **$10 Download Bonus in the Ace App when you link your Ace Rewards account**
- **Get your rewards and offers faster**
  - Available 24/7 and can be added to your digital wallet in a snap
- **Earn points in more ways**
  - Get 1,000 points just for referring your friends and family
- **Shop thousands of products**
  - Free store pickup at your local Ace
  - Delivery from your local store
  - Free curbside pickup
  - Ship to home
- **Find and get to know your local store**
- **Easily see store info and upcoming events**

ace app artwork & elements - core

artwork and elements

CORE BACKGROUND:
• Background is Ace Red
• Stars are white with 15% opacity

ELEMENTS:
• Ace phone
• "Unlock $10 with your phone" graphic.
• **NOTE:** Sometimes the phone is modified with a QR code inside

Direct Mail Mail Panel

creative examples:
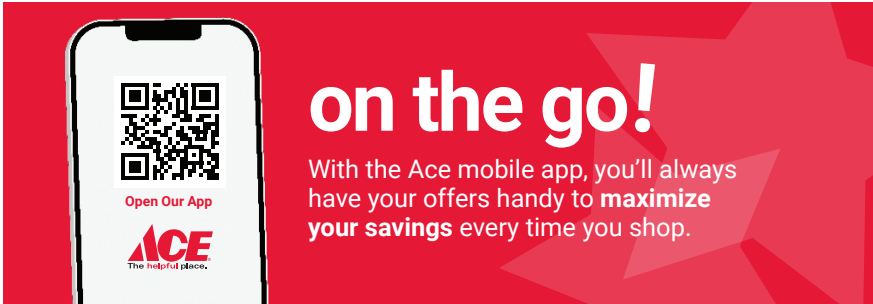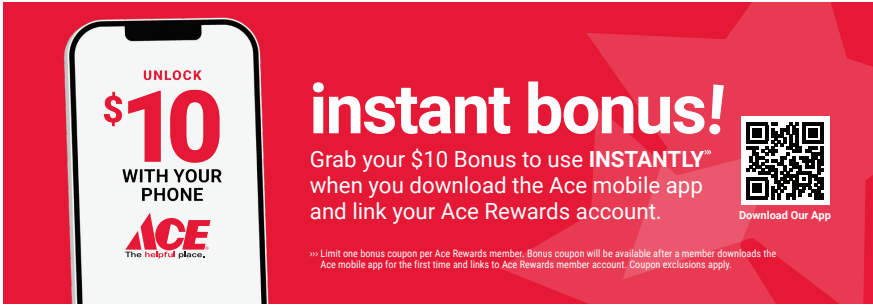
Direct Mail B-Spots
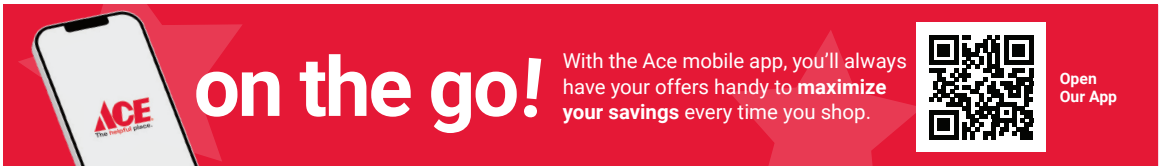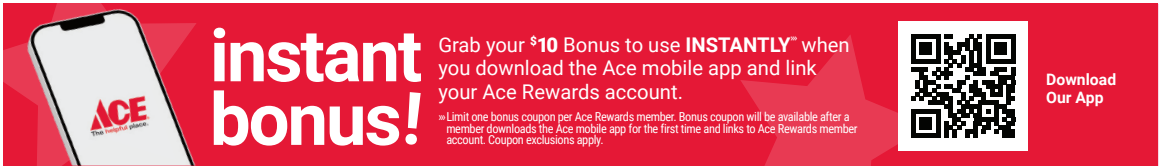
Direct Mail Gatefolds

ace app artwork & elements - premier

artwork and elements
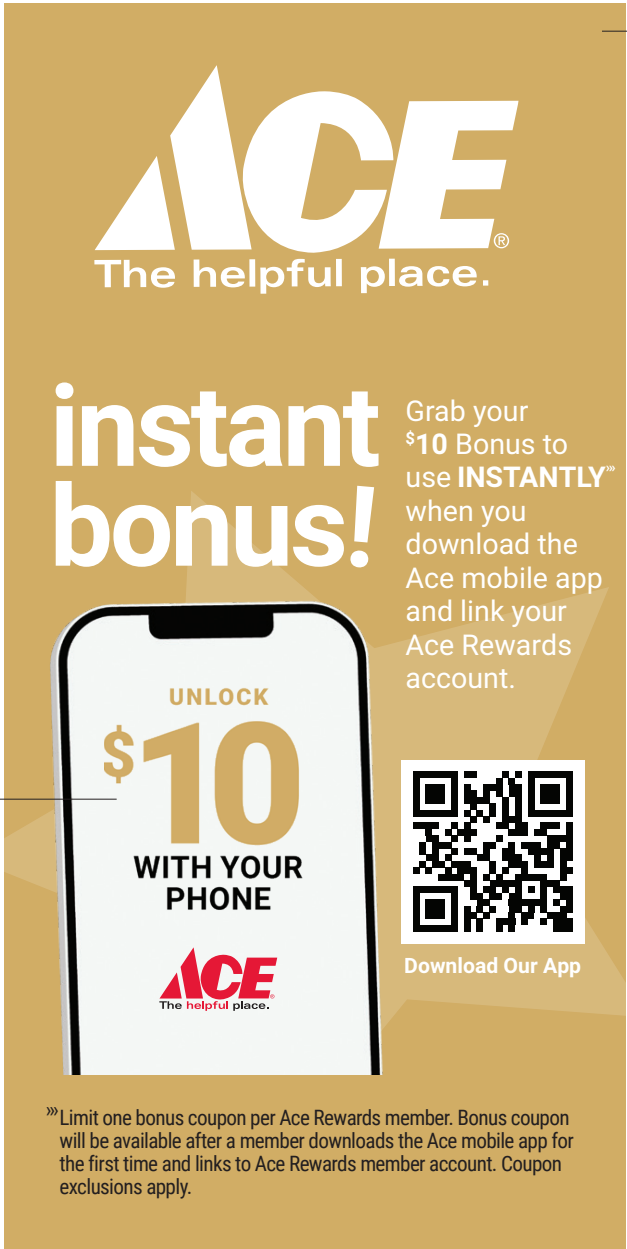
CORE BACKGROUND:
- Background is Ace gold
- Stars are white with 15% opacity

ELEMENTS:
- Ace phone
- "Unlock $10 with your phone" graphic
- **NOTE:** Sometimes the phone is modified with a QR code inside

Direct Mail Mail Panel

creative examples:

Direct Mail B-Spots

Direct Mail Gatefolds

evergreen library

Ace Rewards has an evergreen library with all current creative that is being used in direct mail (earned rewards, targeted offer, recurring, etc.). You can access the library PDF via Sharepoint and the link below.
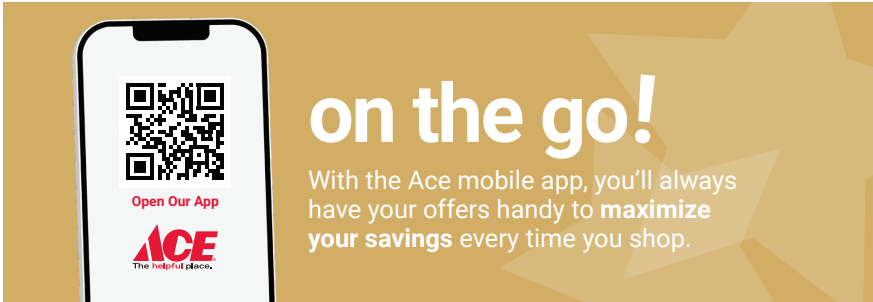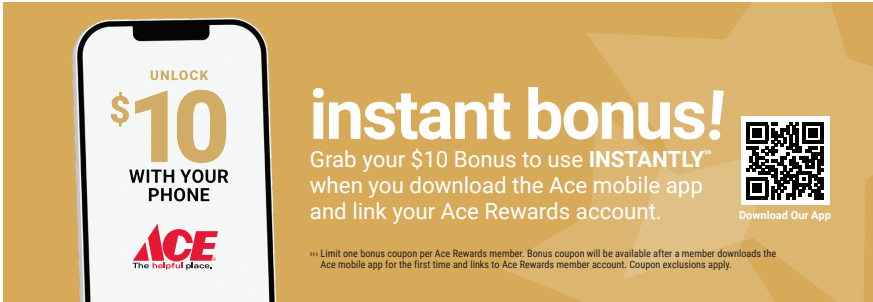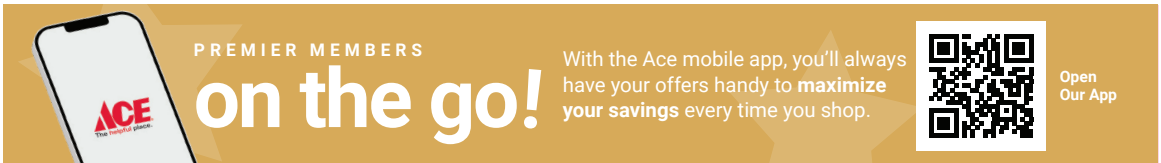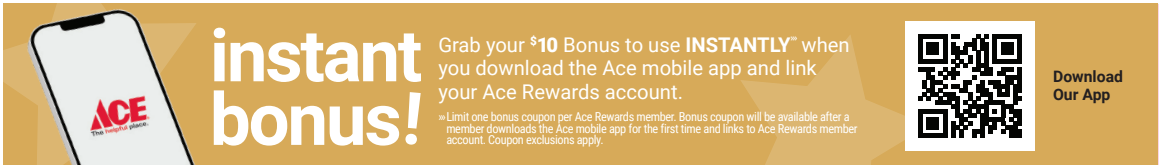
SHAREPOINT EVERGREEN LIBRARY

For visual reference only: please see Evergreen Library for up-to-date creative

29

collateral examples

mailer - targeted offer

Targeted offer mailers allow the Ace Rewards program to target specific market segments with unique offers they will find appealing, compared to general messaging that has to appeal to a much wider audience.

To learn more about targeted offers: click on the buttons below.

TARGETED OFFER SOP

TARGETED OFFER TEMPLATES
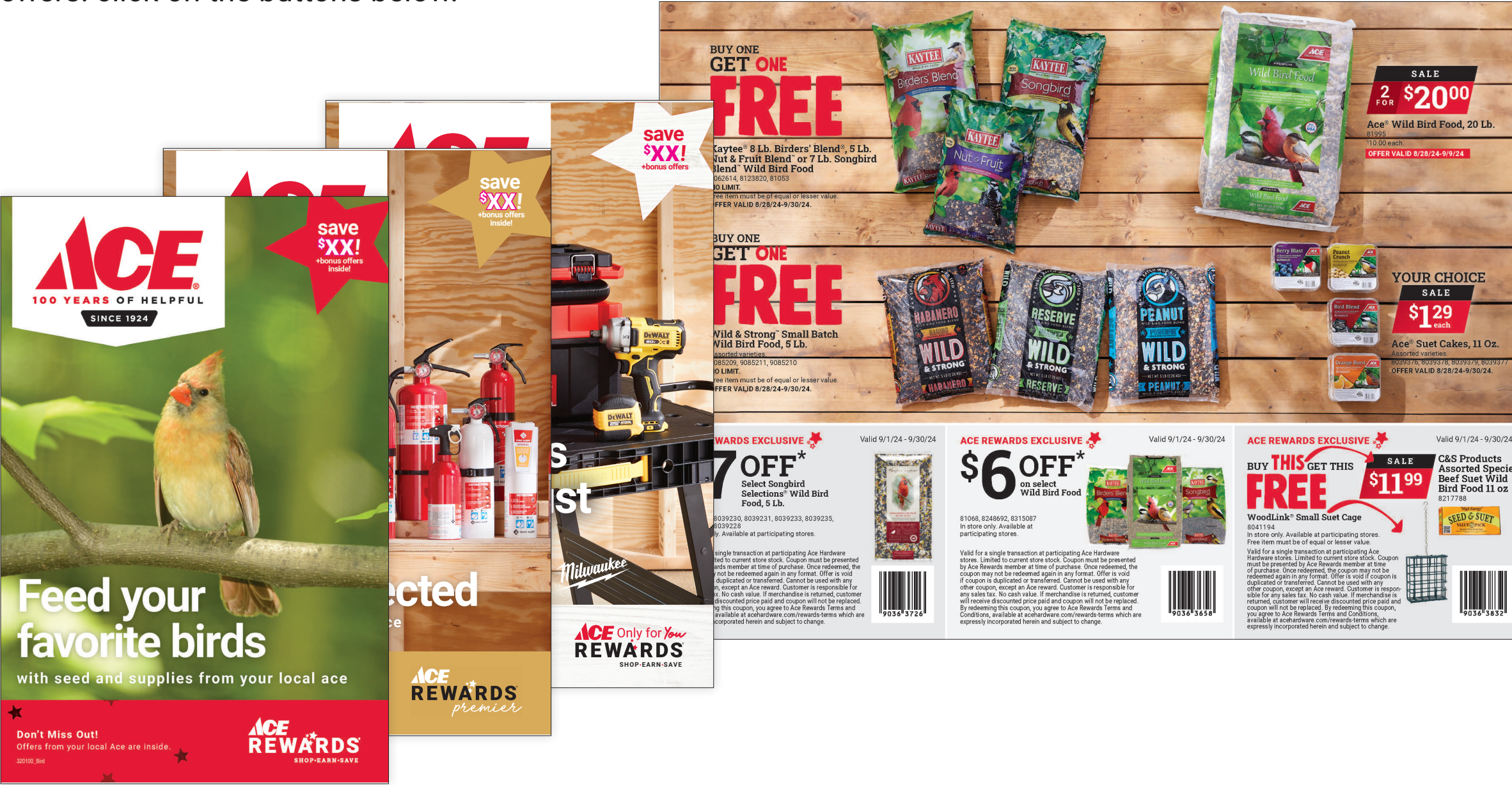
mailer - earned

Earned rewards mailers are sent to rewards members who have reached their points threshold and earned a reward or multiple rewards. Earned rewards are unique because they can be used on virtually any purchase with very few exclusions.

EARNED MAILER SOP

EARNED MAILER TEMPLATES

Premier

Core

mailer - recurring

Recurring rewards mailers are used for special messages geared towards rewards members, including birthday offer, New Member benefits, and other specifically personalized messages.

Premier - Birthday

Core - New Member Gift

sign kit

Poster

ACE REWARDS®
SHOP · EARN · SAVE

benefits!

Experience more with Ace Rewards. It's FREE!

Points Add Up
Get 10 points per dollar▲ on most purchases. 2,500 points earns a $5 reward.

Free Delivery
Spend $50 or more and we'll deliver free**.

Members Get More
Access to exclusive member-only events.

Exclusive Savings
Offers that help you save money.

UNLOCK **$10** WITH YOUR PHONE

instant bonus!

Grab your $10 Bonus to use **INSTANTLY™** when you download the Ace mobile app and link your Ace Rewards account.

Download Our App

™ Limit one bonus coupon per Ace Rewards member. Bonus coupon will be available after a member downloads the Ace mobile app for the first time and links to Ace Rewards member account. Coupon exclusions apply.

▲ MEMBERSHIP INFORMATION: Member benefits are available online, in the Ace mobile app, and at participating Ace Hardware stores. See local Ace Hardware store for any specific terms, limitations, or exclusions. Individual Ace Hardware stores may modify the Ace Rewards program benefits at their discretion. No fee or purchase necessary to join Ace Rewards. Other terms and conditions apply. Ace reserves the right to modify, limit, or cancel your membership and/or the Ace Rewards program, conditions, and benefits at any time for any reason with or without notice. For complete terms and conditions, visit acehardware.com/rewards-terms.
* Dollar spent is calculated on a qualifying purchase(s) before applying tax, shipping, handling and delivery costs and after discounts and reward redemption are applied.
**Free delivery offer excludes same day delivery and ship to home. Participation and delivery area vary by store.

ACE13789PSTR

Poster

Counter Mat

ACE REWARDS®
SHOP · EARN · SAVE

benefits!

You don't want to miss out on Ace Rewards!

Points Add Up
Get 10 points per dollar▲ on most purchases. 2,500 points earns a $5 reward.

Free Delivery
Spend $50 or more and we'll deliver free**.

Members Get More
Access to exclusive member-only events.

Exclusive Savings
Offers that help you save money.

membership levels
Reach Premier Status and unlock extra perks!

benefits▲	member	premier
	FREE to Join	Qualifying 12-month spend of $750*
Rewards 10 points per $1 spent on most purchases*; 2,500 points = $5 Reward	★	★
Points Accelerators and Bonus Rewards	★	★
Exclusive Offers and Savings	★	★
Member-Only Access to Special Events	★	★
Free Delivery from Store with qualifying online purchases of $50 or more**	★	★
Birthday Offer†	$5 birthday offer Participating stores only†	$10 birthday offer††
Premier App Extras		★
10% Off and 3X Points Welcome Offers‡‡		★

UNLOCK **$10** WITH YOUR PHONE

instant bonus!

Grab your $10 Bonus to use **INSTANTLY™** when you download the Ace mobile app and link your Ace Rewards account.

Download Our App

™ Limit one bonus coupon per Ace Rewards member. Bonus coupon will be available after a member downloads the Ace mobile app for the first time and links to Ace Rewards member account. Coupon exclusions apply.

ACE13789CMt

Counter Mat

End Cap

benefits!

Sign up for Ace Rewards. It's FREE!

2,500 points earns a $5 reward

Access to exclusive member-only events

Offers that help you save money

ACE REWARDS®
SHOP · EARN · SAVE

See acehardware.com/ace-rewards for details.

End Cap

circular

Mod Example

homepage

Park Ace Hardware - Tinley Park, IL
Open until 8 PM

What can we help you find?

ACE REWARDS
SHOP·EARN·SAVE

Discover a toolbox full of ways to earn points, receive rewards and save.

membership is free!
View Benefits
View Terms

JOIN NOW   I JOINED IN STORE

or Sign In to view your account

benefits!

Experience more with Ace Rewards. It's FREE!

Points Add Up
Get 10 Points for per dollar▲, 2,500 points earns a $5 reward.

Free Delivery
Spend $50 or more and we'll deliver free▲▲.

Members Get More
Access to exclusive member-only events.

Exclusive Savings
Offers that help you save money.

Did you know?
Ace Rewards members save an average of $22 per year§

ACE REWARDS
$10 instant bonus!
Grab your $10 Bonus to use INSTANTLY▲▲ when you download the Ace mobile app and link your Ace Rewards account.
▲▲See Details

Download on the App Store
GET IT ON Google Play

membership levels

Reach Premier Status and unlock extra perks!

benefits*	member	premier
	FREE to Join	Qualifying 12-month spend of $750*
Rewards 10 points per $1 spent on most purchases▲; 2,500 points = $5 Reward	★	★
Points Accelerators and Bonus Rewards	★	★
Exclusive Offers and Savings	★	★
Member-Only Access to Special Events	★	★
Free Delivery from Store with qualifying online purchases of $50 or more▲▲	★	★
Birthday Offer†	$5 birthday offer Participating stores only†	$10 birthday offer††
Premier App Extras		★
10% Off and 3X Points Welcome Offers††		★

join now

and start earning rewards today!

Earn 1,000 New Member Points just for signing up!

JOIN NOW

›› Limit one bonus coupon per Ace Rewards member. Bonus coupon will be available after a member downloads the Ace mobile app for the first time and links to Ace Rewards member account. Coupon exclusions apply

♦ MEMBERSHIP INFORMATION: Member benefits are available online, in the Ace mobile app, and at participating Ace Hardware stores. See local Ace Hardware store for any specific terms, limitations, or individual Ace Hardware stores may modify the Ace Rewards program benefits at their discretion. No fee or purchase necessary to join Ace Rewards. Other terms and conditions apply. Ace may modify, limit, or cancel your membership and/or the Ace Rewards program, conditions, and benefits at any time for any reason with or without notice. For complete terms and rewards terms.

▲ Dollar spent is calculated on qualifying purchase(s) before applying tax, shipping, handling and delivery costs and after discounts.

▲ Ace Rewards members with store house accounts are excluded from Premier status. Requires minimum stores during a rolling 12-month period. Premier status expires a year after rewards are earned.

▲▲ Free delivery offer excludes same day delivery and shipping.

† Exclusions apply. See coupon.

Desktop

Mobile

35

email

HEADER GIF
Frame files shown below.
See GIF file for full animation

benefits!◇
Experience more with
Ace Rewards

points
Get **10 points** per dollar▲. **2,500 points** earns a **$5 reward.**

free delivery
Spend **$50** or more and **we'll deliver free*.**

get more
Access **special deals** and **savings events.**

birthday
Did you know Ace gives you a **$5 offer**‽?

Email
Earned Points - Core

Name: **Member Name**
Member ID: **19933017359**
Current Points: **1966**

SHOP   TIPS & ADVICE   THE PAINT STUDIO   LOCAL AD

benefits!◇

Experience more with Ace Rewards

Shop Our Top Categories

Grills & Smokers   Outdoor Living   Outdoor Power Equipment   Tools

See How Close you Are to Earning your Next Reward

Don't forget you get these additional perks*

app extras
Access app-only offers and more ways to earn points.

exclusive savings
Offers that help you save money.

CHECK YOUR CURRENT POINT BALANCE

$10 instant bonus!
Grab your $10 Bonus to use **INSTANTLY™** when you download the App and link your Ace Rewards account.

GET IT ON Google Play
Download on the App Store

HEADER GIF
Frame files shown below.
See GIF file for full animation

benefits!◇
Experience more with Ace Rewards

points
Get **10 points** per dollar▲. **2,500 points** earns a **$5 reward.**

free delivery
Spend **$50** or more and **we'll deliver free*.**

get more
Access **special deals** and **savings events.**

birthday
Did you know Ace gives you a **$5 offer**‽?

Email
Earned Points - Premier

ACE REWARDS premier

Name: **Sean Todd**
Member ID: **19933017359**
Current Points: **1966**

SHOP   TIPS & ADVICE   THE PAINT STUDIO   LOCAL AD

benefits!◇

Experience more with Ace Rewards

Shop Our Top Categories

Grills & Smokers   Outdoor Living   Outdoor Power Equipment   Tools

See How Close you Are to Earning your Next Reward

Don't forget you get these additional perks*

app extras
Access app-only offers and more ways to earn points.

3x points
Earn 3x points on a single purchase of your choice**.

10% off
Get 10% off a single purchase of your choice**.

CHECK YOUR CURRENT POINT BALANCE

$10 instant bonus!
Grab your $10 Bonus to use **INSTANTLY™** when you download the App and link your Ace Rewards account.
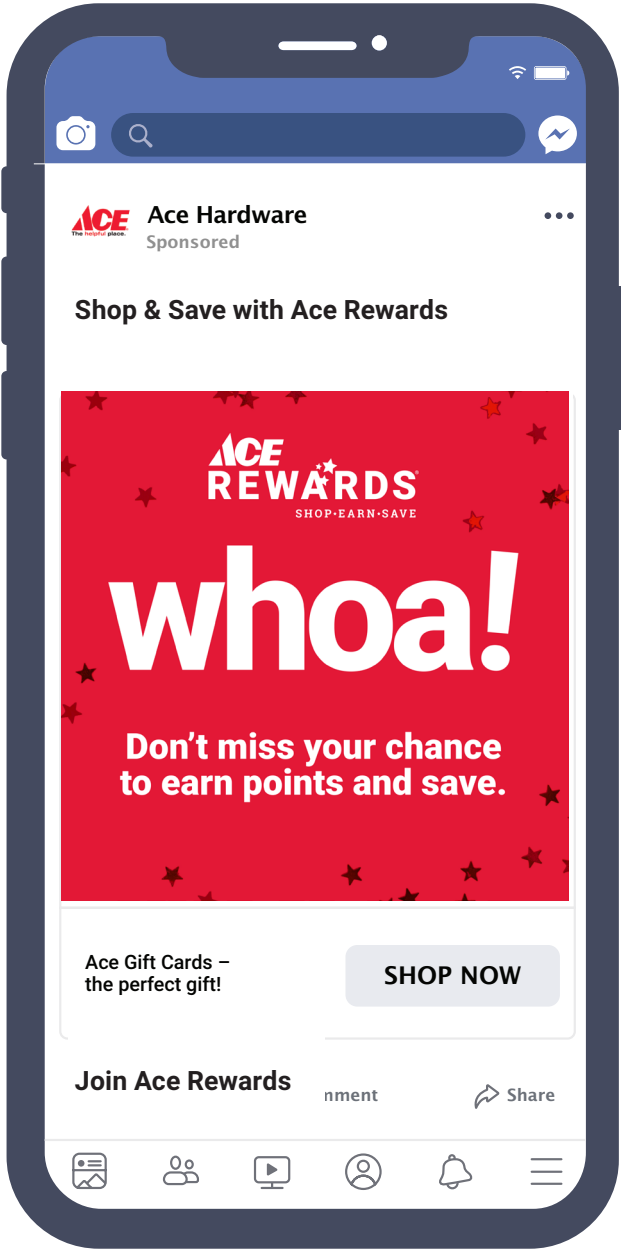
GET IT ON Google Play
Download on the App Store

Free in store & curbside pickup   Ship from a store to your home   Delivery from your local Ace

social

Ace Hardware
Sponsored

Shop & Save with Ace Rewards

ACE REWARDS
SHOP·EARN·SAVE

whoa!

Don't miss your chance to earn points and save.

Ace Gift Cards – the perfect gift!

SHOP NOW

Join Ace Rewards

MP4 FILE:
Frame files shown below.

points

Get 10 points per dollar▲ on most purchases. 2,500 points earns a $5 reward.

free delivery

Spend $50 or more and we'll deliver free◄.

get more

Access special deals and savings events.

birthday

Did you know Ace gives you a $5 offer on your birthday*?

HEADLINE (32 CHARACTER MAX):

Shop & Save with Ace Rewards

TEXT COPY (125 CHARACTER MAX):

Ace Rewards members get all the perks — FREE delivery, points with purchases, and exclusive offers and events. Join for FREE!

LINK DESCRIPTION (18 CHARACTER MAX)

Join Ace Rewards

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resources

- [Brandfolder](#)

- [Sharepoint (approved mailers)](#)

Direct Mail
- [Design Templates](#)
- [Evergreen Library](#)
- [Completed Mailer Examples](#)
- [Design SOPs](#)

Sign Kit
- [Design Templates](#)
- [Ace Marketing Muscle](#)

Digital
- [Design Templates](#)
- [Email](#)
- [Homepage](#)
- [Social](#)